

California Regional Blueprint Planning Grant  
Fact Sheet



Shasta County Regional Transportation Planning Agency

**Project Goal**

The project is designed to: (1) create a more efficient land use pattern; (2) lead to more housing and transportation choices; (3) improve economic competitiveness and quality of life; (3) reduce costs and time needed to deliver transportation projects; (4) obtain consensus support for a regional vision from local government, stakeholders, and general community; and (5) establish a replicable process for public and stakeholder engagement.

**Project Description**

Blueprint planning has not previously taken place in the Shasta region; therefore, a significant portion of the project is dedicated to information and awareness, marketing, documentation, and ongoing implementation. The project also seeks to build a blueprint foundation and develop a digital map-based forecasting technology that will help generate a regional growth strategy.

Grant Award: \$ 0 for FY 2005/06  
\$375,000 for FY 2006/07  
Total \$375,000

**Products**

- Marketing Plan
- Newsletters
- Blueprint Website
- Performance Measures
- Countywide General Plan GIS layer
- Validate Shasta County traffic model output
- Preferred Scenario Incentive Program
- Shasta Area Regional Blueprint Plan: Final Summary and Implementation Report

**Who Benefits**

Communities in Shasta County and neighboring Tehama County will benefit from this effort.



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